



# THE PENNSYLVANIA AVENUE INITIATIVE

NCPC Information Presentation

*July 10, 2014*



*U.S. Capitol, 1805*



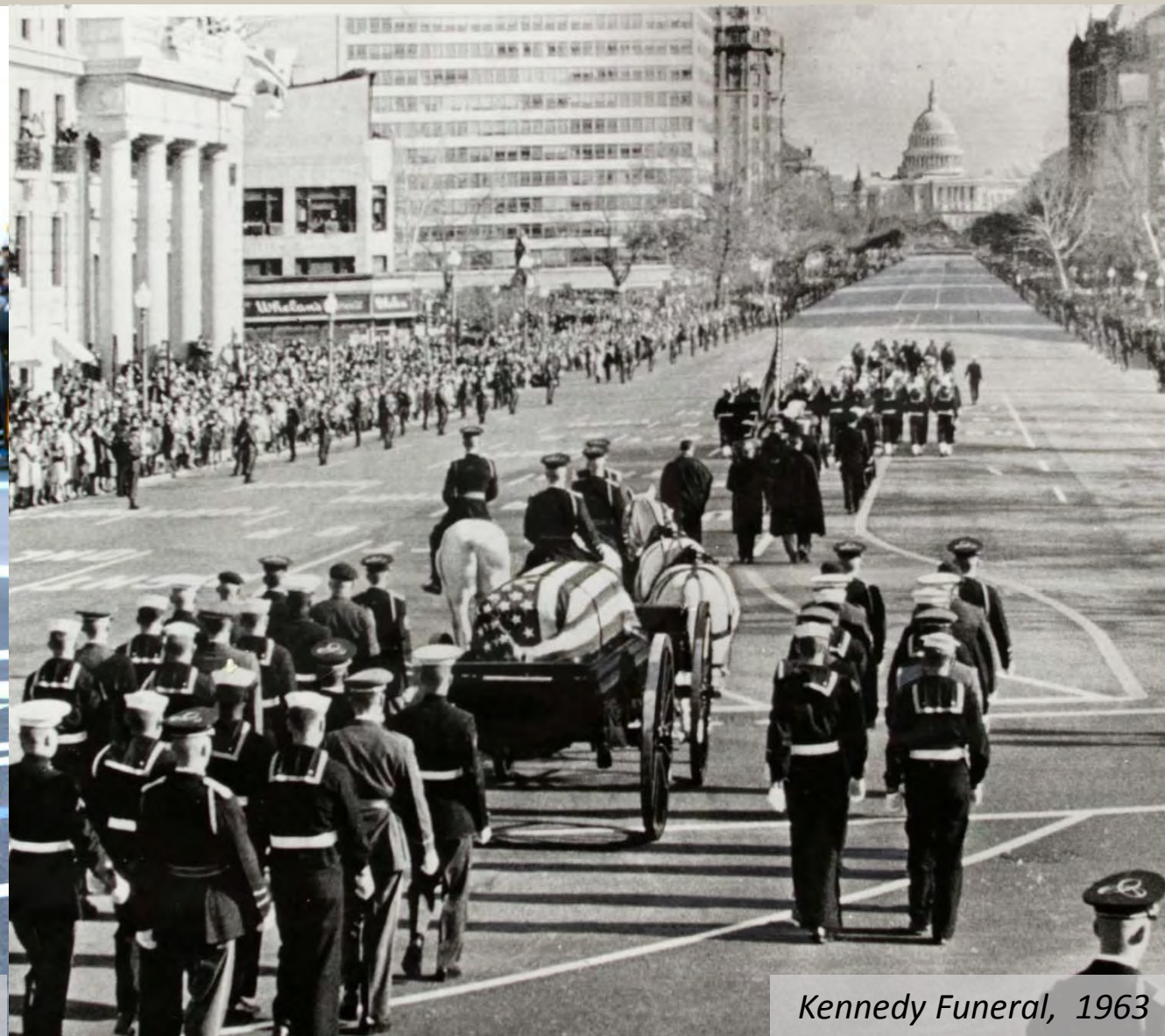


*Pennsylvania Avenue, 1920's*





*Obama Inaugural, 2013*



*Kennedy Funeral, 1963*



*Future Freedom Plaza, late 1970's*





*Pennsylvania Avenue in 1976*







*Market Square, late 1980's*





*Market Square, 2014*



**PADC was  
dissolved in 1996.**



**Maintenance to PADC  
standards is challenging.**



**Pennsylvania Avenue has  
competition.**

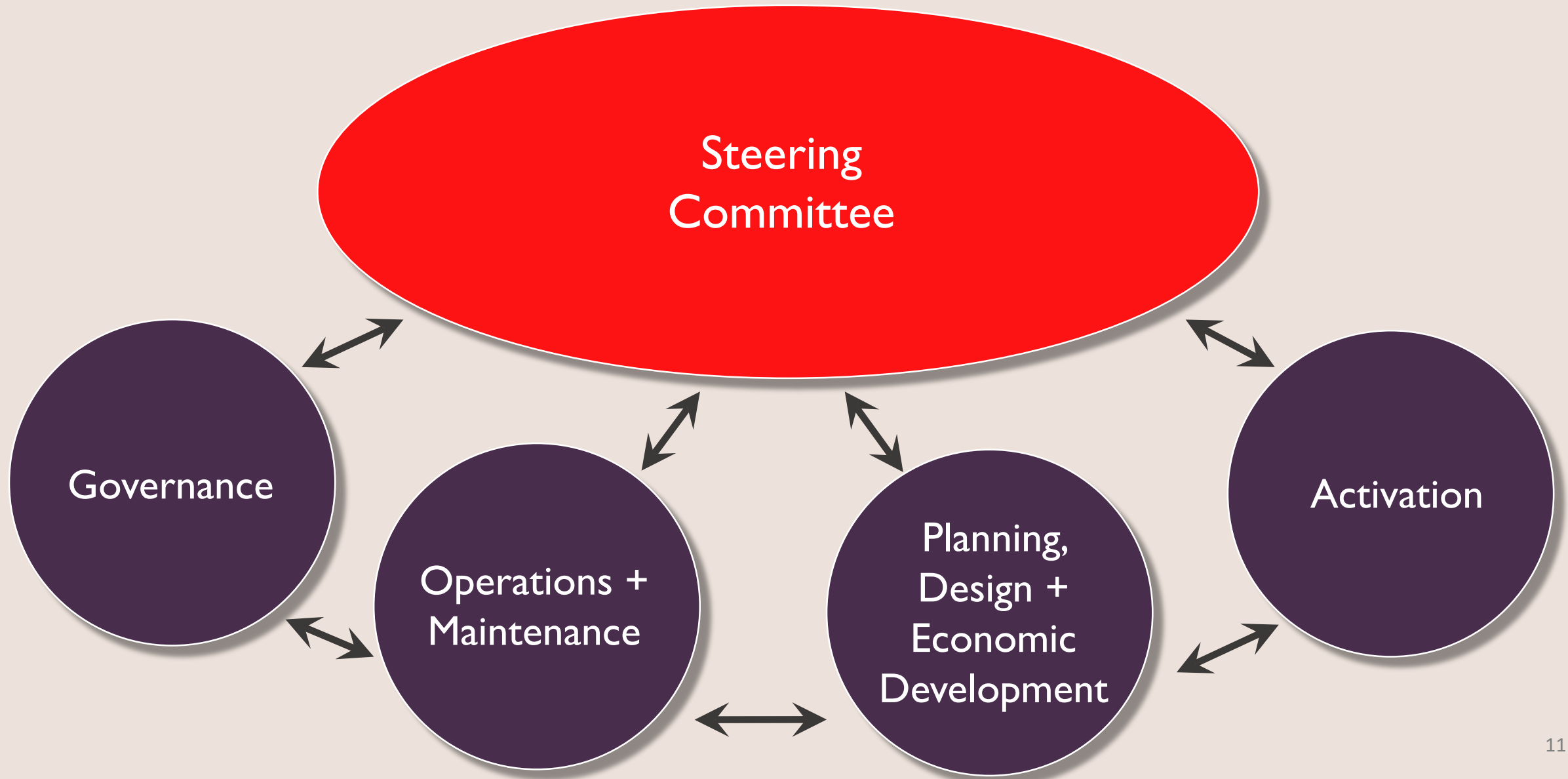


# INITIATIVE APPROACH | STEERING COMMITTEE

National Capital Planning Commission  
General Services Administration  
National Park Service  
Architect of the Capitol  
Commission of Fine Arts  
DC Department of Transportation  
DC Office of Planning  
DC State Historic Preservation Office  
National Archives and Records Administration  
National Gallery of Art



## INITIATIVE APPROACH | STRUCTURE





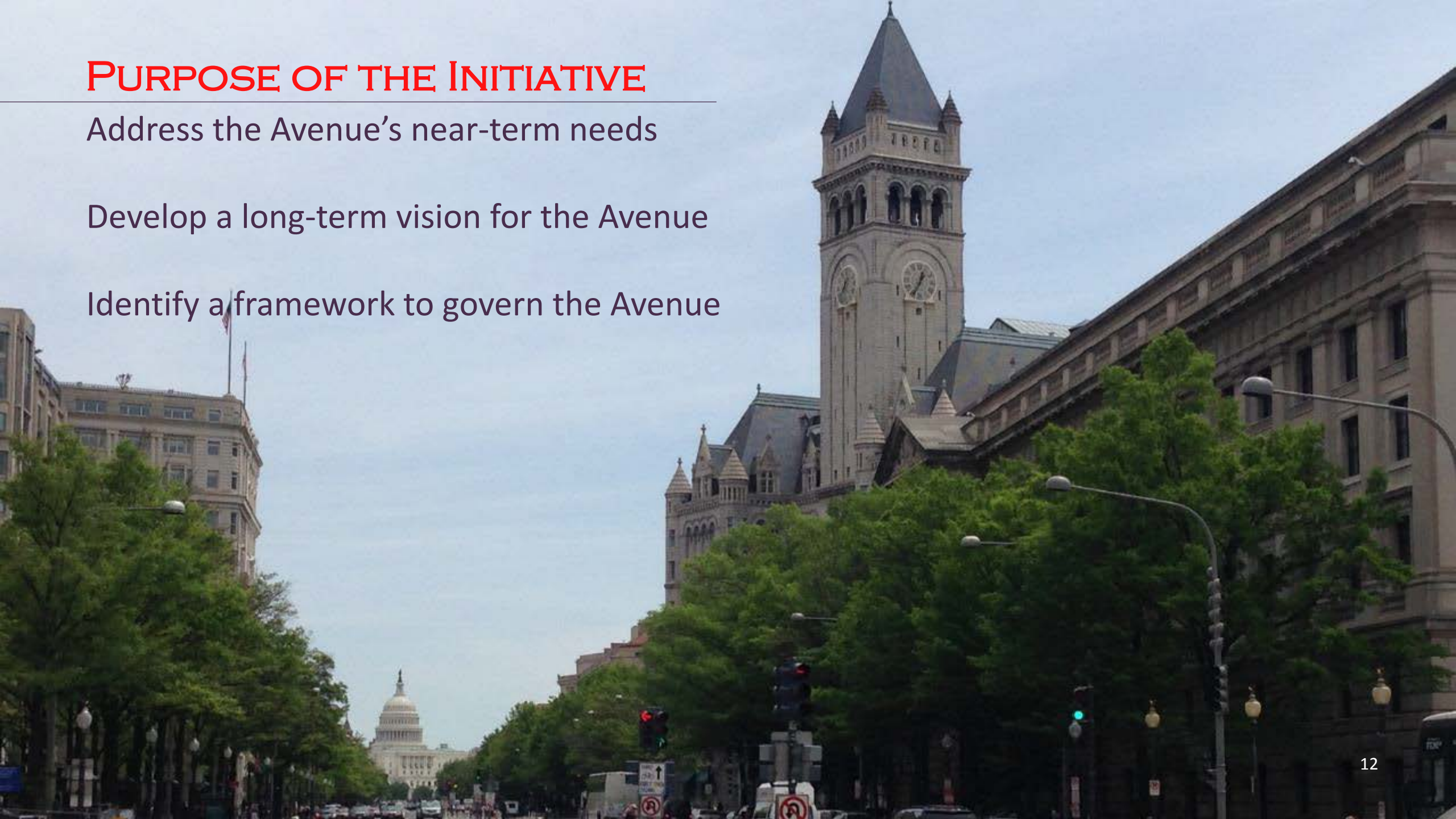
## PURPOSE OF THE INITIATIVE

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Address the Avenue's near-term needs

Develop a long-term vision for the Avenue

Identify a framework to govern the Avenue





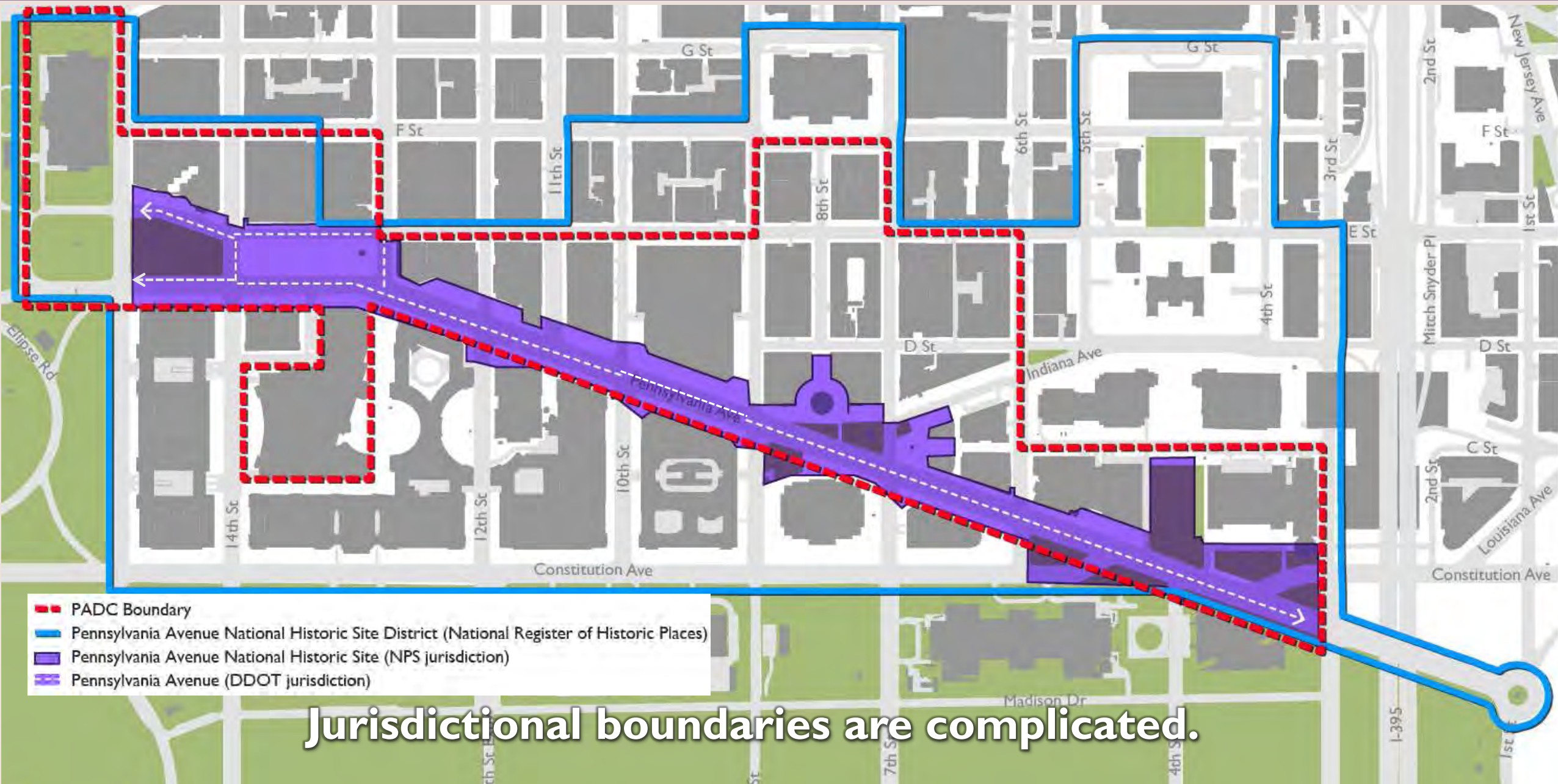
## KEY ISSUES | OPERATIONS + MAINTENANCE



**Infrastructure and furnishings along the Avenue are aging.**



## KEY ISSUES | GOVERNANCE





KEY ISSUES | ANIMATION



Activity and commercial use permitting is complicated.



# KEY ISSUES | PLANNING, DESIGN AND ECONOMIC DEVELOPMENT

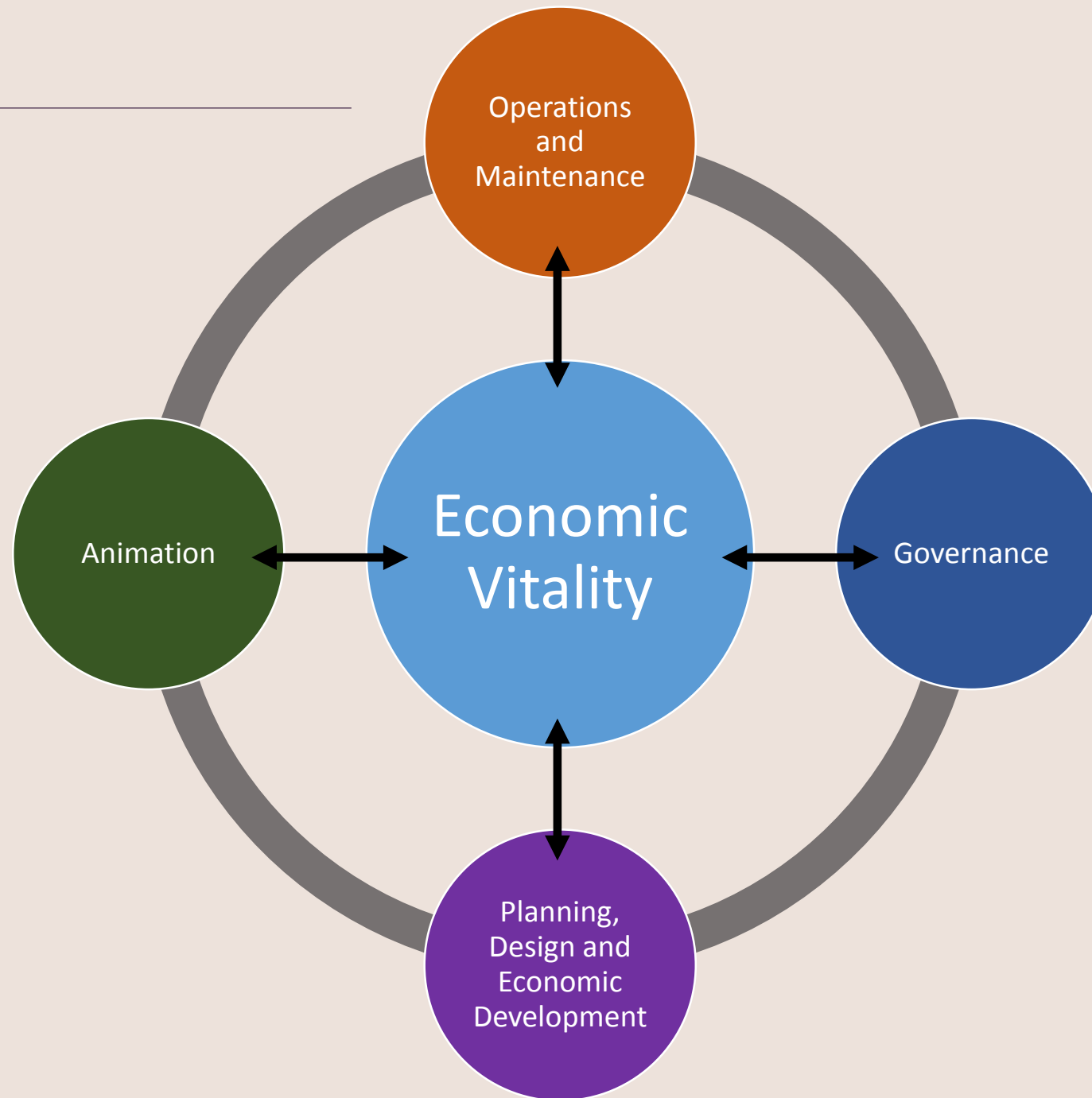


**The PADC Plan does not reflect today's planning and design practices.**



# WHY NOW?

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## KEY ISSUES | ECONOMIC VITALITY

- 13 office buildings facing Penn Avenue (*2012 data*)
  - \$671 per sf
  - Downtown BID area average of \$755 per sf
- 39% of office space is leased by law firms - 4 are moving
- Vacancy rate is currently 11.6%
  - Average of 12.8% for the BID
  - Average of 10.8% for the city
  - If four firms leave, vacancy rate could be 21.8%

(Source: Downtown DC BID)





# KEY ISSUES | ECONOMIC VITALITY

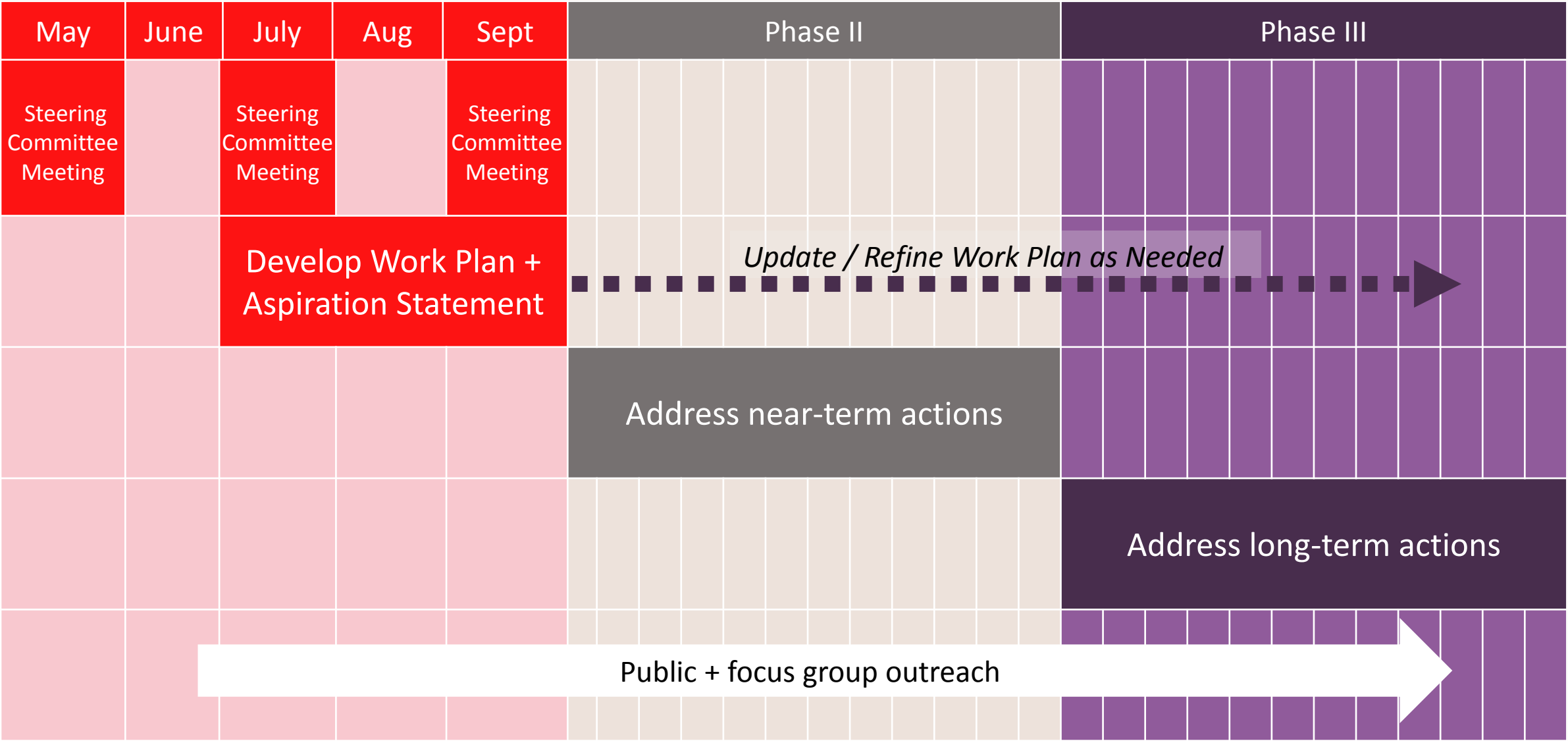
Current activity underway:

- Old Post Office
- FBI may be relocating
- 1301 E Street redevelopment
- National Theatre programming and operational improvements
- Pershing Park



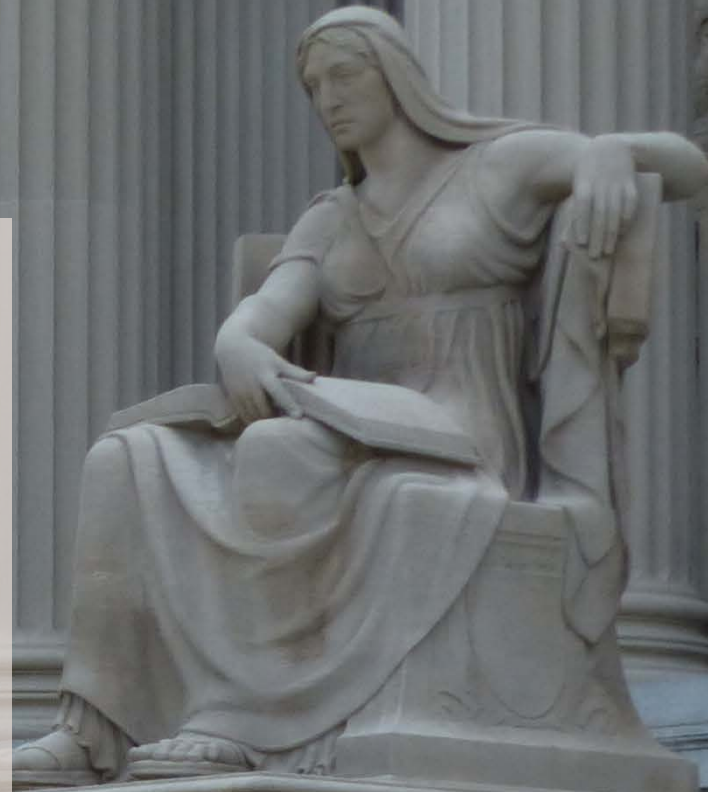


# INITIATIVE APPROACH | SCHEDULE





- Project website  
[www.ncpc.gov/pennavenue/](http://www.ncpc.gov/pennavenue/)
- Public workshop - July 23<sup>rd</sup>  
6 – 8 p.m. at NCPC
- Focus group meetings
- Speaker Series - September 19<sup>th</sup>



WHAT IS PAST  
IS PROLOGUE



